ABSTRACT

A method and apparatus for managing sales data. One embodiment is a software application that assists in classification, review and approval of data to be stored in a database for the use of a product supplier or seller. In one embodiment, a method includes storing a plurality

5   of data components as groups of data components in a database, wherein the plurality of data components comprises information relating to products, and information relating to customers. The method further includes assigning a subset of the plurality of users to a content review group ("CRG"), and notifying each user in the CRG to provide input regarding individual data components of a group of data components. Input may include indicating whether data

10   components are accurate, entering comments regarding the data components, entering edits to the data components. The method further includes receiving and storing the input, notifying a content director ("CD") to review the input. Review may include editing the comments entered, deleting the comments entered, and consolidating the input. At least one of the data components is staged to be stored in a central database, based upon the review.

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